

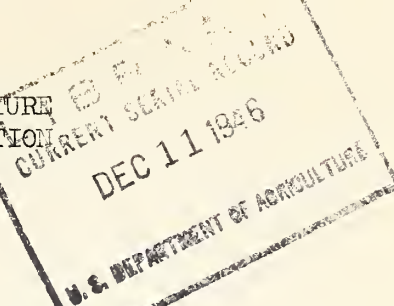
Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

1.956
A248

Reserve

UNITED STATES DEPARTMENT OF AGRICULTURE
✓ PRODUCTION AND MARKETING ADMINISTRATION
INFORMATION SERVICE
150 Broadway
New York, 7, New York



Y O U R F A M I L Y ' S F O O D

✓

For The Week of September 30, 1946.

(Topics of the Week:

Good Gobblers

Poultry Outlook

Canning in W. Va., N.J.

Help The Disabled

Plentifuls

ANNOUNCER:

YOUR FAMILY'S FOOD.....a program designed to aid the
homemaker in her daily tasks...presented by Station
_____ as a public service in cooperation with the
United States Department of Agriculture. Today we have
a guest from the _____ office of the Production
& Marketing Administration..._____.
What's on the bill o' fare this week, _____?

PMA:

Let's start with turkeys...

ANNOUNCER:

Mmm...a tempting dish. But how are you going to
"serve 'em" to us?

PMA:

Well, with turkeys starting to come to market, I want
to tell housewives how to go about getting good gobblers.
Also, what the Production & Marketing Administration is
doing to help assure that the Thanksgiving bird can
be purchased with confidence.

ANNOUNCER: Sort of early to be worrying about Thanksgiving, isn't it?

PMA: Not for the USDA...the turkey graders have to get their work started quite a bit ahead of time. Oh, and before I forget, I want to leave time to bring you a further report on community canning activities in some of our nearby states.

ANNOUNCER: I'll remind you. But to get back to turkeys. First, off, I want to know if we can be sure of getting one this year? It's been pretty tough to locate them the past couple of years.

PMA: Well, I'll let you judge for yourself. Right now there's a turkey crop of 41 million birds in prospect...which is about one-fourth more than we had as an average during the five years from 1938 to 1942.

ANNOUNCER: Yes, but it seems to me we had a big crop last year, too.

PMA: And we also had a tremendous demand from the Armed Forces last year. Remember how all turkeys were set aside for the military beginning quite early in the summer? This year, the military demands are comparatively light.

ANNOUNCER: I guess I'll have to admit that it seems likely we'll have turkeys for the big day in November.

PMA: Well, now that we're agreed on that point, let's talk about how the government is planning for the time when the homemaker will be trying to pick out a turkey that will be juicy and tender when cooked.

ANNOUNCER: All right. Just what is being done?

PMA: As I said, the Production & Marketing Administration is training graders in many of the important turkey-raising sections...and these men will officially grade and identify many of the birds coming to market this fall.

- ANNOUNCER: I suppose the higher the grade, the better the turkey.

PMA: That's about it. For example, U.S. Grade A will be awarded to fully-grown, well-fleshed, fat and properly-dressed turkeys. Actually, there's a double-A grade, too, but such practically perfect turkeys are rarely found on the average market. Especially since the Grade A will satisfy the most exacting customer.

ANNOUNCER: What other grades are there?

PMA: Well, there are U.S. B and C.

ANNOUNCER: What's the matter with birds that rate only B or C?

PMA: Nothing is seriously wrong...it's just that they may be a little less mature, perhaps with less fat. Or some imperfection in dressing may lower the grade.

ANNOUNCER: It seems as if the housewife has nothing to worry about--- simply decide on the grade she wants, and buy it.

PMA: But I'd like to emphasize that not all turkeys are graded. Grading is not required. And by the same token, you can find just as good birds ungraded as among those that have been graded.

ANNOUNCER: You mean if the housewife knows how to recognize quality without the grade label.

PMA: Yes, she'll have to rely on her own judgment. In that case, she'd do well to follow the same plan the turkey graders use.

ANNOUNCER: Maybe you'd better go over that again, then.

PMA: All right. You want to buy a bird that's fully grown, is fat, and has just a few pinfeathers. Also check for dressing faults...such as torn skin, bruises, or broken bones.

ANNOUNCER: There...I guess everyone should be able to get themselves a fine, plump turkey.

PMA: Incidentally, the Bureau of Agricultural Economics has just issued its outlook report on poultry and eggs for 1947, which makes the interesting statement that turkeys are rapidly becoming more than just a winter holiday feast-bird.

ANNOUNCER: What do you mean?

PMA: The economists find that a larger proportion of turkeys are being consumed in the "off season"...which is considered to be February through August.

ANNOUNCER: But that will leave fewer turkeys for the "on season", won't it?

PMA: On the contrary. It's believed that the trend to eating turkeys the year 'round will encourage higher turkey production. Already we've seen that there are many more birds being produced in the areas surrounding large consuming centers...and especially right here in our own northeast. They expect that the 1947 turkey crop will be greater than this year's, and may even top the 1945 record.

ANNOUNCER: While we're on the general subject...what does the outlook report have to say about chicken?

PMA: It doesn't look as if there'll be much change in chicken meat production for next year.....

ANNOUNCER: And eggs...?

PMA: Well, egg production next year is expected to run 6 to 9 percent under 1946. But egg supplies should hold up pretty well, since we have some 60 million dozen in storage, in both shell and frozen forms.

ANNOUNCER: Well, now let's see...I was to remind you about something you had on community canning.

PMA: Yes...I have reports on some very successful community canning centers in West Virginia and New Jersey. Do you know that in the comparatively small state of West Virginia, more than $5\frac{1}{2}$ million cans and jars were packed this year at these centers?

ANNOUNCER: Well, I know it now...and it certainly is an impressive total.

PMA: It's even more impressive when you consider that the figure is an early summer total. Later figures are still being compiled.

ANNOUNCER: There must be a huge number of centers, to turn out that amount.

PMA: Well, they have 28 operating, with three canneries under construction.

ANNOUNCER: Tell us something about them. Are they very big centers?

PMA: Some of them are. At Elizabeth, West Virginia, they expect to put up about 50,000 cans of food this year, with a large share of that number being quart sizes. A unique thing about this cannery is that in addition to all the usual fruits and vegetables, it also has equipment to put up meats --- including squirrel and rabbit.

ANNOUNCER: Say, that's something, isn't it? But how is this center organized?

PMA: The Wirt County superintendent of schools, Mr. W.G. Eison, is the supervisor...he orders supplies and takes care of finances. Then, Mrs. L.E. Marshall is the instructor. She assigns tables, teaches patrons how to prepare foods, and oversees the whole process. There's a regular fireman on duty to keep the boilers and vats running.

ANNOUNCER: That sounds like 'big time operation. You mentioned finances...they must run pretty heavy, I should think.

ELL: Not when broken down individually. Patrons pay five cents for pints and seven for quarts, which covers the service fees and cost of the cans.

ANNOUNCER: That sounds very reasonable. Oh, I don't believe you mentioned where the food comes from.

ELL: Homemakers using the facilities have to buy or raise the food they put up---which is the usual method in all community canning centers. However, in New Jersey, the town of Belvidere, to be exact....the vocational agricultural teacher there buys produce wholesale from all parts of the state, which is then available to patrons at cost, plus the fees for cans and so on.

ANNOUNCER: As long as you've shifted the scene to New Jersey, tell us a little more about community canning there.

ELL: All right. There are 11 community centers in New Jersey. The one I mentioned is about the largest, accomodating 200 people, and accounting for about 16,000 cans. There are centers in Bordentown and Minotola, where a great deal of canning is done for the local school lunches.

ANNOUNCER: What about production in New Jersey?

PA: Here again we have only early reports...but these indicate that upwards of 40 thousand cans of fruits, vegetables, and meats were canned during the first part of the summer.

ANNOUNCER: It all sounds to me as if many of our women folks are making certain that their family's food will stretch through the winter.

PA: That's right, _____. But now for a minute I'd like to get away from food, as such, and talk on a subject very important to us all, and very close to many of us. In fact, it's so important that Congress and the President have designated next week --- the week of October 6th --- as one in which to "Employ the Physically Handicapped."

ANNOUNCER: Yes...I'd been meaning to ask you about that. I understand that the Department of Agriculture is one of the agencies requested to help in the program. It would seem to me that in the field of agriculture, opportunities for physically handicapped persons would be rather limited.

PA: It might seem that way...but fortunately, employers in all types of work are finding out that there are very few jobs that some physically handicapped person can't do. In fact, war industries found that disabled workers stay on the job, have fewer accidents, often produce more and better work --- and expect no special favors ---

P...:
(continued)

except the chance to prove what they can do.

ANNOUNCER:

What are some agricultural jobs that disabled persons can do?

P...:

Well, amputees with the aid of appliances can be employed as farm laborers, administrative helpers, soil chemists, conservationists, information specialists, and foresters. These same jobs can be handled by the partially deaf. In food processing plants, blind persons with proper training can be used in jobs that call for repetitious operations, or that require a delicate sense of touch.

ANNOUNCER:

I saw some figures by the United States Employment Service, revealing that there are 85 thousand unused disabled civilians and 214 thousand unused disabled veterans on the files.

P...:

Yes...and probably there are that many again who are not registered, but nonetheless want to work and need work.

ANNOUNCER:

It seems to me we've got to think of these disabled folks in terms of what they can do, rather than what they can't do.

P...:

That's it exactly. If everyone will think in those terms, we'll be able to give disabled veterans, and civilians too, the encouragement they need.

